



Technological University Dublin
ARROW@TU Dublin

Other resources

Fine Arts

2004

APEX Refrigeration Company Limited: Brand Identity Project

Peter Dee

Technological University Dublin, peter.dee@tudublin.ie

Follow this and additional works at: <https://arrow.tudublin.ie/aaschadpoth>



Part of the [Graphic Design Commons](#)

Recommended Citation

Dee, P. "APEX Refrigeration Company Limited: Brand Identity Project". Design and development of Brand Identity for APEX Refrigeration, Ireland's leading Refrigeration Company in the sales, installation and service of refrigeration and air conditioning equipment. 2004

This Other is brought to you for free and open access by the Fine Arts at ARROW@TU Dublin. It has been accepted for inclusion in Other resources by an authorized administrator of ARROW@TU Dublin. For more information, please contact yvonne.desmond@tudublin.ie, arrow.admin@tudublin.ie, brian.widdis@tudublin.ie.



This work is licensed under a [Creative Commons Attribution-NonCommercial-Share Alike 3.0 License](#)



APEX REFRIGERATION COMPANY LIMITED

APEX REFRIGERATION



APEX REFRIGERATION offers Refrigeration, Air Conditioning and Catering services across Ireland. Apex Refrigeration required a clean, bold and modern logo using cool colours and imagery.

Peter Dee - Strategic Design and Marketing Consultant, was responsible for the design and development of the brand identity for the APEX Refrigeration Company which was used on business cards, letterhead and e-Commerce website.

APEX Refrigeration is Ireland's leading Refrigeration Company in the sales, installation and service of refrigeration and air conditioning equipment. Established in 1983, APEX have strived to continue to build upon a reputation of providing high quality, professional installations and service at competitive prices to meet customer needs.

<http://www.apexref.com>

CLIENT:
APEX REFRIGERATION



PETER DEE: PROGRESSION APPLICATION
DUBLIN INSTITUTE OF TECHNOLOGY